

# SUCCESS STORIES SERIES

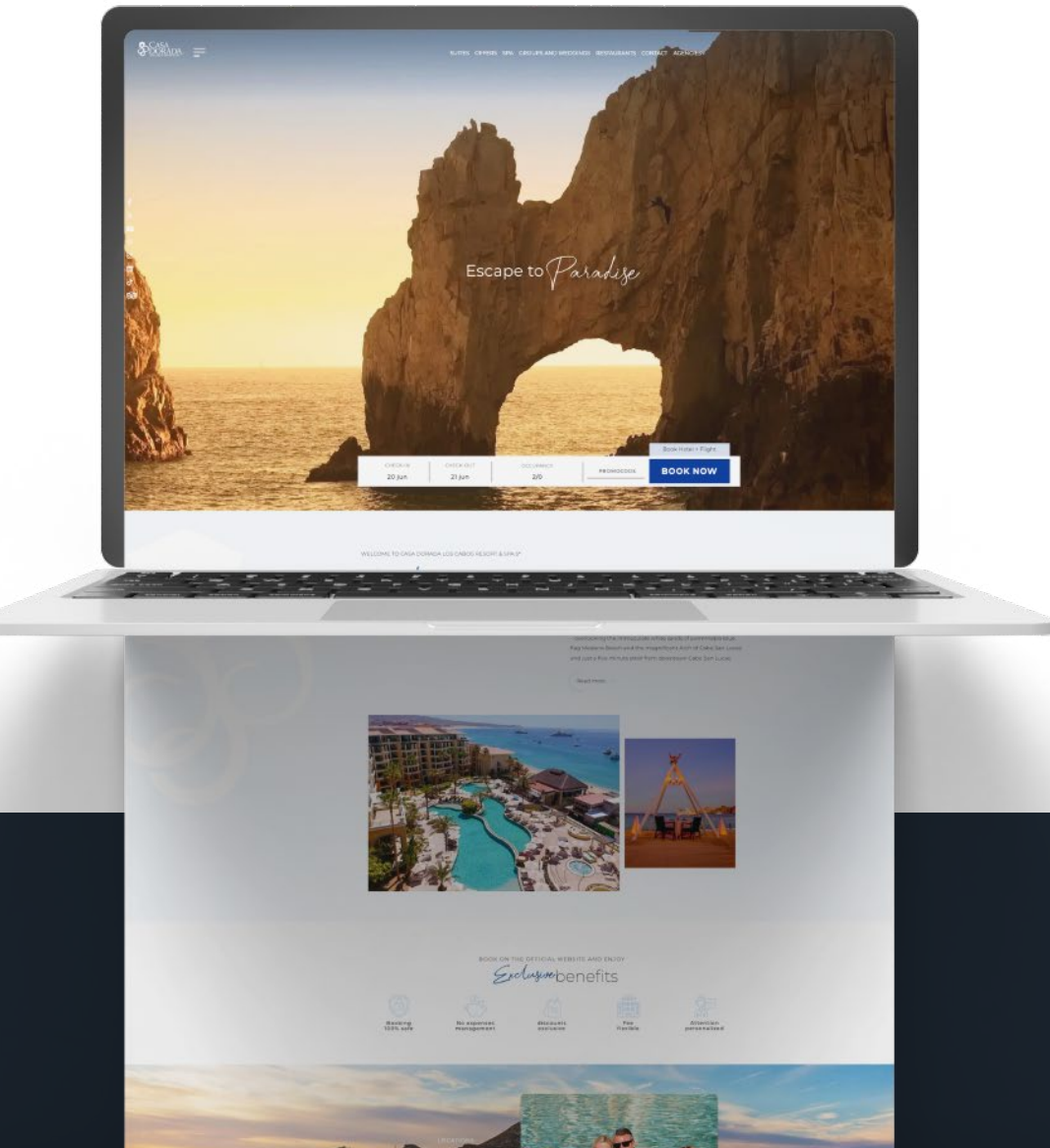
**Casa Dorada and Paraty Tech:  
24% More Direct Bookings and  
a 30.6% Increase in Revenue**



**SUCCESS STORIES**

# Our collaboration with Paraty Tech has significantly improved our numbers

**Sales & Marketing Team** at Casa Dorada



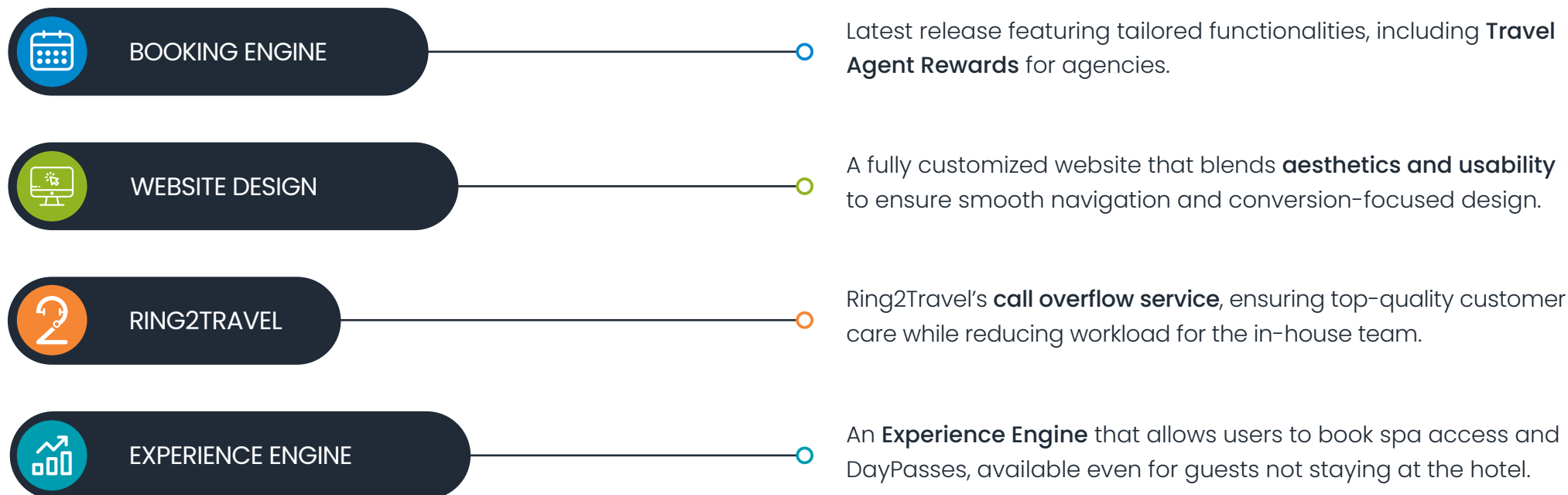
The renowned Mexican brand **Casa Dorada Resorts**, located in the heart of Los Cabos, is known for offering luxury beachfront experiences in one of Mexico's most exclusive tourist destinations.

Casa Dorada doesn't just provide hospitality — it redefines the concept of relaxation and sophistication for travelers seeking the very best.

Since our paths crossed, we've worked hand in hand to boost their direct sales, **optimize the conversion of their distribution channels**, and support them in their journey to establish themselves as one of the most distinguished brands in the Mexican market.

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# END-TO-END COLLABORATION SOLUTIONS IMPLEMENTED



# CONVERSION-DRIVEN TECHNOLOGY

## DIRECT CHANNEL Q1 2024 VS. Q1 2025

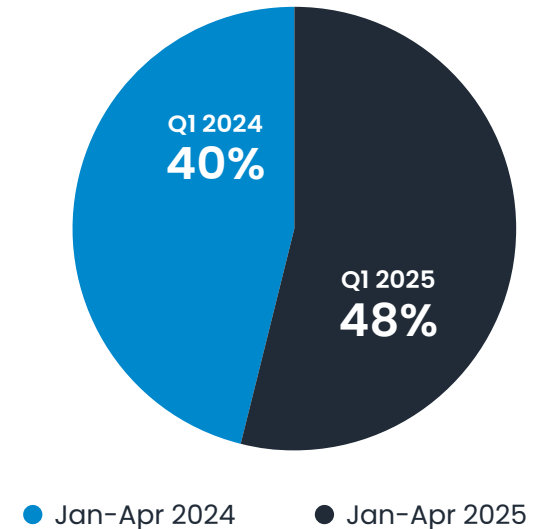
The collaboration between **Casa Dorada** and **Paraty Tech** is a clear example of how technology, backed by a dedicated team, can deliver tangible results.

After years of working together to maximize the performance of the direct online channel, the latest data confirms that it has become the hotel's leading source of revenue.

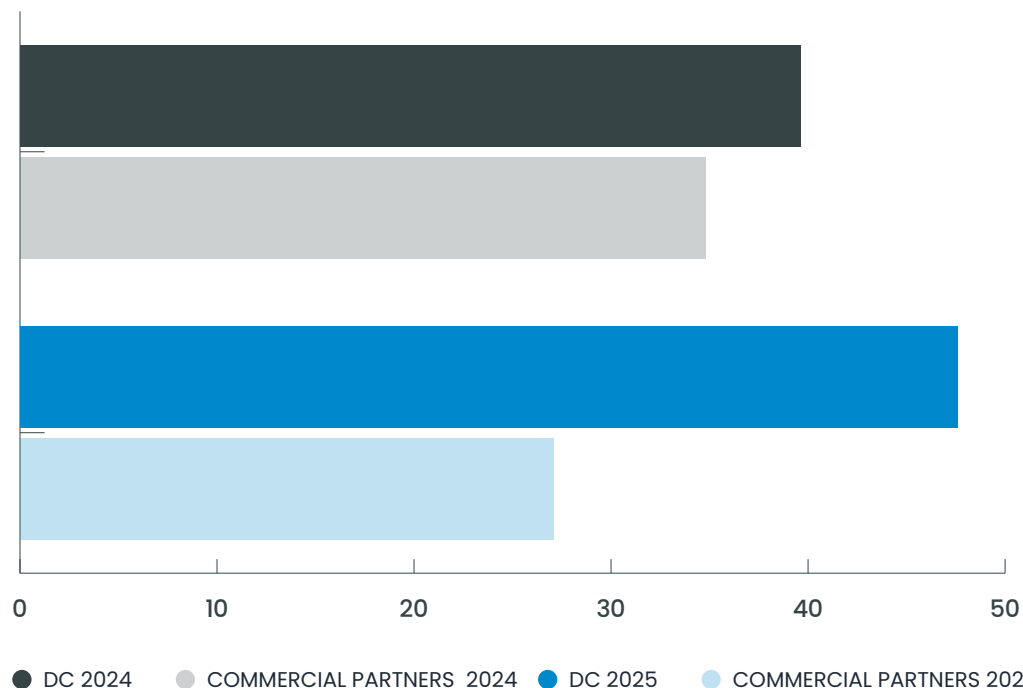
When comparing the share of the direct channel against total revenue generated across all distribution channels, we see an increase from **40% in Q1 2024 to 48% in Q1 2025**.

This growth represents a **30.6% increase in revenue through the official website** year over year.

Direct Channel Share  
Evolution from Q1 2024 to 2025



# THE DIRECT CHANNEL ALSO LEADS IN ROOM NIGHTS



The analysis of Room Nights between January and April of 2024 and 2025 shows a clear evolution in the behavior of the different distribution channels.

In 2024, the direct channel accounted for 39.6% of the total nights sold, while Commercial Partners represented 34.8%. One year later, in 2025, the direct channel grew to reach 47.6% of the total, while Commercial Partners dropped to 27.1%.

This trend reinforces the positive impact of the collaborative work between Casa Dorada and Paraty Tech, not only in terms of revenue but also in the volume of reservations managed directly.

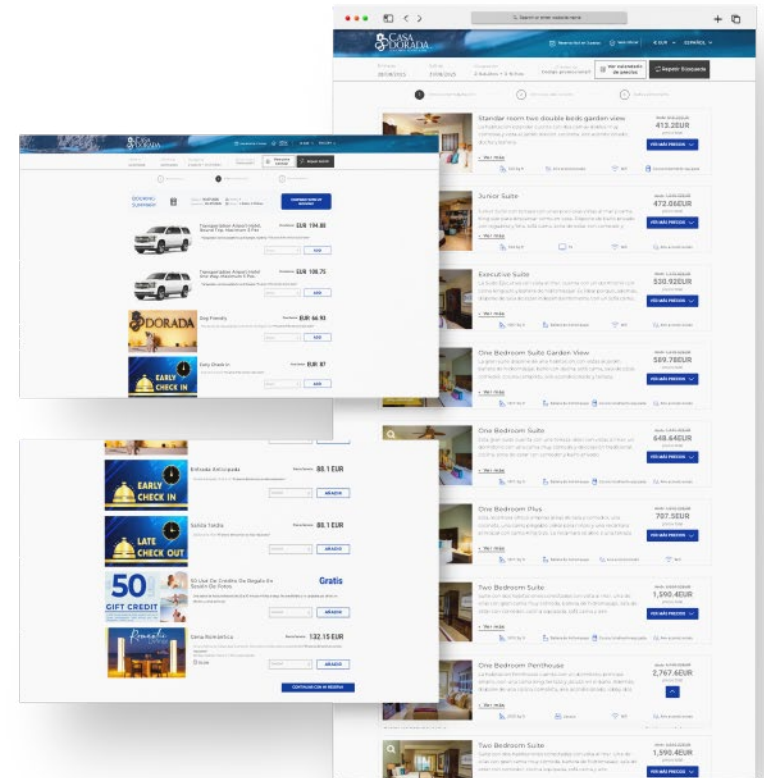
# THE DIRECT CHANNEL ALSO GROWS IN PROFITABILITY

So far, we have focused on the growth in revenue and room nights of Casa Dorada's direct channel, but it's also worth highlighting the ADR.

The evolution of this KPI, which has followed a similar trend across all channels, is **reflected in a 12.5% increase in ADR between January and April 2025** compared to the same period in 2024.

This growth demonstrates a more effective pricing strategy, as well as a greater willingness on the part of travelers to pay more.

These results are a direct outcome of the collaborative work between Casa Dorada and Paraty Tech, focused on optimizing direct sales through technology and a differentiated value proposition.



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# SPECIFIC DEVELOPMENTS AND IMPROVEMENTS FOR CASA DORADA



RATE CHECK



RESCUE SEEKER



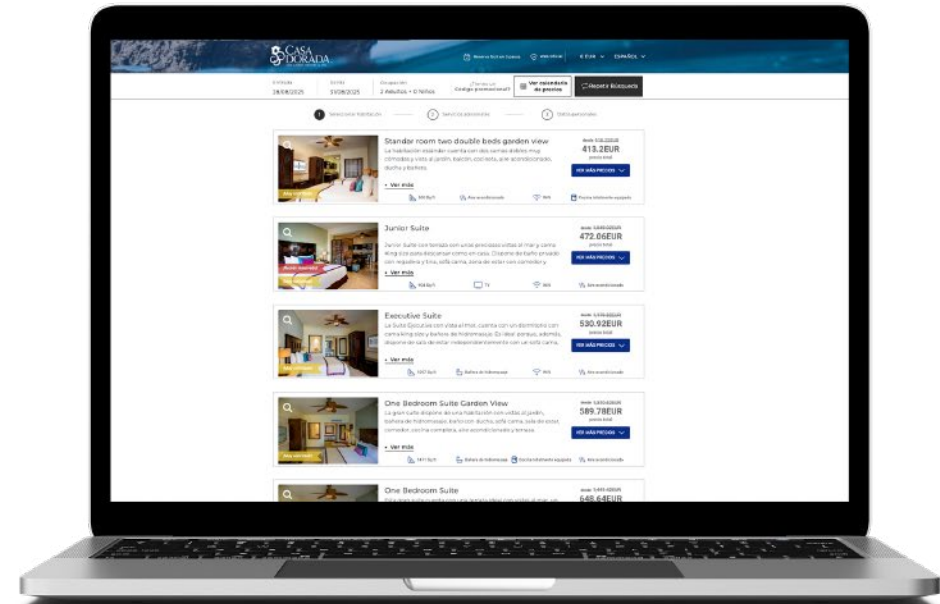
CLUB ACCESS FROM THE BOOKING ENGINE



"HIGHLY REQUESTED ROOM" SIGN



UPGRADES



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# WHAT DOES THE FUTURE HOLD?

## THERE IS STILL ROOM FOR IMPROVEMENT



### CONCLUSIONS

Although there is always room for improvement, the results achieved to date reflect significant progress compared to previous periods.

With sustained growth in direct sales and Room Nights, along with a 12.5% increase in ADR, Casa Dorada has strengthened its online sales and will soon do the same with the voice channel.



### IMPROVEMENTS

Moving forward alongside major clients pushes us to make our solutions more effective:

- Selling independent services, such as **Day Pass**.
- **B2B Agency Portal**, enabling direct management.
- Smart tools like **Rate Check** and **Rescue Seeker**.



### MILESTONES ACHIEVED

- Increase in the weight of the direct channel: from 40% to 48% in Q1 2025.
- **Growth in Room Nights**: from 39.6% to 47.6%, surpassing commercial partners.
- **ADR increase of 12.5%**, demonstrating higher profitability per direct booking.
- Full integration of the **Paraty Tech digital ecosystem**, including the booking engine, loyalty, and phone support.

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